

Breaking News English.com

Ready-to-Use English Lessons by Sean Banville

**"1,000 IDEAS & ACTIVITIES
FOR LANGUAGE TEACHERS"**

breakingnewsenglish.com/book.html

**Thousands more free lessons
from Sean's other websites**

www.freeeslmaterials.com/sean_banville_lessons.html

Level 3 – 17th June, 2021

Car maker Ferrari launches fashion brand

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Contents

The Article	2	Discussion (Student-Created Qs)	15
Warm-Ups	3	Language Work (Cloze)	16
Vocabulary	4	Spelling	17
Before Reading / Listening	5	Put The Text Back Together	18
Gap Fill	6	Put The Words In The Right Order	19
Match The Sentences And Listen	7	Circle The Correct Word	20
Listening Gap Fill	8	Insert The Vowels (a, e, i, o, u)	21
Comprehension Questions	9	Punctuate The Text And Add Capitals	22
Multiple Choice - Quiz	10	Put A Slash (/) Where The Spaces Are	23
Role Play	11	Free Writing	24
After Reading / Listening	12	Academic Writing	25
Student Survey	13	Homework	26
Discussion (20 Questions)	14	Answers	27

Please try Levels 0, 1 and 2 (they are easier).

Twitter



twitter.com/SeanBanville

Facebook



www.facebook.com/pages/BreakingNewsEnglish/155625444452176

THE ARTICLE

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Ferrari is one of the most famous names in the car industry. Its sports cars are a symbol of luxury. It has a long history of success in motor sports, especially in Formula One. The Italian company has now entered the business of fashion. On Sunday, the 74-year-old carmaker launched its own line of clothing at its factory in Maranello, northern Italy. The company briefly halted production of its cars to let models walk down a temporary catwalk on its factory floor. Ferrari hopes its new fashion line will allow the company to diversify. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits within a decade.

Ferrari's new, ready-to-wear clothing was created by 37-year-old fashion designer Rocco Iannone. He used to work for the fashion house Armani. Mr Iannone's clothes all used very bright colours. He made great use of "Ferrari red," the yellow used in the Ferrari logo, and a very vibrant blue. Iannone hopes the clothes will be popular with younger people. He said: "The young generations have the power to express the energy and the power of Ferrari's brand." He added: "If you enter a Ferrari store, it's not because you need another raincoat. You are looking for something special." Ferrari's chairperson said the company "wants to champion Italian excellence and the best of our country's creativity".

Sources: <https://apnews.com/article/europe-sports-formula-one-business-lifestyle-fe1e1189507bf0b2869a6dbdf003c618>
<https://www.vogue.com/fashion-shows/spring-2022-ready-to-wear/ferrari>
<https://www.yahoo.com/lifestyle/ferrari-unveils-first-fashion-collection-182807157.html>

WARM-UPS

1. FERRARI: Students walk around the class and talk to other students about Ferrari. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

Ferrari / famous / car industry / luxury / success / motor sports / models / catwalk / clothing / designer / bright colours / younger people / raincoat / champion / creativity

Have a chat about the topics you liked. Change topics and partners frequently.

3. CARS: Students A **strongly** believe Ferrari should stick to making cars and not clothes; Students B **strongly** believe it is a great thing that Ferrari is making clothes. Change partners again and talk about your conversations.

4. FAMOUS BRANDS: What do you know about these brands? What are they a symbol of? What kinds of clothes could they make? Complete this table with your partner(s). Change partners often and share what you wrote.

	What I Know	A Symbol of...	Clothes
Toyota			
Coca Cola			
Apple			
Facebook			
McDonald's			
Disney			

5. SUCCESS: Spend one minute writing down all of the different words you associate with the word "success". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. CLOTHING: Rank these with your partner. Put the most important thing about clothing at the top. Change partners often and share your rankings.

- Brand
- Price
- Colour
- Quality
- Material
- No child labour
- Easy to iron
- Fashionable

VOCABULARY MATCHING

Paragraph 1

- | | |
|--------------|---|
| 1. industry | a. Started a new business, campaign, project, etc. |
| 2. symbol | b. Make or become more different and/or varied. |
| 3. luxury | c. Economic or business activity concerned with doing or making things. |
| 4. success | d. A thing that represents or is an example of something else. |
| 5. launched | e. Getting something done that you wanted. |
| 6. briefly | f. For a short time. |
| 7. diversify | g. Having great comfort and being expensive. |

Paragraph 2

- | | |
|----------------|---|
| 8. clothing | h. A type of product made by a particular company under a particular name. |
| 9. logo | i. Convey a thought or feeling in words or by gestures and conduct. |
| 10. vibrant | j. All of the people born and living at about the same time, looked at as being one group. |
| 11. generation | k. Another word for clothes. |
| 12. express | l. Support and promote. |
| 13. brand | m. A design used by a business or organization so people can quickly know its products or services. |
| 14. champion | n. Bright and very easy to see. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

1. The article says Ferrari is the most famous name in the car industry. **T / F**
2. The sports car company Ferrari is over 100 years old. **T / F**
3. Ferrari stopped making cars for a while for a catwalk show. **T / F**
4. Ferrari wants its clothes to make up 10% of its profits. **T / F**
5. Ferrari's new fashion designer once worked for Armani. **T / F**
6. Ferrari's new clothes are only in its famous red and yellow colours. **T / F**
7. Ferrari is aiming its clothes at older generations. **T / F**
8. Ferrari's designer wants people to buy Ferrari raincoats. **T / F**

2. SYNONYM MATCH: (The words in **bold** are from the news article.)

- | | |
|-----------------------|---------------|
| 1. famous | a. made |
| 2. industry | b. stopped |
| 3. launched | c. quality |
| 4. halted | d. business |
| 5. decade | e. well liked |
| 6. created | f. ten years |
| 7. bright | g. unique |
| 8. popular | h. well known |
| 9. special | i. vivid |
| 10. excellence | j. started |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|---|--------------------------------|
| 1. one of the most famous names | a. a temporary catwalk |
| 2. Its sports cars are a symbol | b. profits within a decade |
| 3. launched its own | c. special |
| 4. let models walk down | d. of luxury |
| 5. make up 10 per cent of the company's | e. to-wear clothing |
| 6. Ferrari's new, ready- | f. champion Italian excellence |
| 7. He used to work for the | g. in the car industry |
| 8. young | h. fashion house Armani |
| 9. You are looking for something | i. line of clothing |
| 10. the company wants to | j. generations |

GAP FILL

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Ferrari is one of the most (1) _____ names in the car industry. Its sports cars are a (2) _____ of luxury. It has a long history of success in motor sports, (3) _____ in Formula One. The Italian company has now entered the business of fashion. On Sunday, the 74-year-old carmaker (4) _____ its own line of clothing at its factory in Maranello, northern Italy. The company (5) _____ halted production of its cars to let models walk down a (6) _____ catwalk on its factory floor. Ferrari hopes its new fashion line will allow the company to (7) _____. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits within a (8) _____.

especially
decade
launched
temporary
symbol
diversify
famous
briefly

Ferrari's new, ready-to-wear (9) _____ was created by 37-year-old fashion designer Rocco Iannone. He used to work for the fashion house Armani. Mr Iannone's clothes all used very (10) _____ colours. He made great use of "Ferrari red," the yellow used in the Ferrari (11) _____, and a very vibrant blue. Iannone hopes the clothes will be (12) _____ with younger people. He said: "The young generations have the power to express the energy and the (13) _____ of Ferrari's brand." He added: "If you (14) _____ a Ferrari store, it's not because you need another raincoat. You are looking for something (15) _____." Ferrari's chairperson said the company "wants to champion Italian excellence and the best of our country's (16) _____".

logo
power
creativity
bright
popular
special
clothing
enter

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

- 1) Ferrari is one of the most famous names in _____
 - a. the car industrial
 - b. the car in dust tree
 - c. the caring dusty
 - d. the car industry
- 2) Its sports cars are a _____
 - a. symbol of luxury
 - b. symbol off luxury
 - c. symbols of luxury
 - d. symbols off luxury
- 3) On Sunday, the 74-year-old carmaker launched _____
 - a. its sewn line
 - b. it sewn line
 - c. its own line
 - d. its one line
- 4) Ferrari hopes its new fashion line will allow the _____
 - a. company for diversify
 - b. company to diversify
 - c. company at diversity
 - d. company to diversity
- 5) Ferrari's clothing collections could make up 10 per cent of _____
 - a. the company's profit
 - b. the company profits
 - c. the company's profits
 - d. the company profit
- 6) Ferrari's new, ready-to-wear clothing was created by 37-year-_____
 - a. older fashion designers
 - b. old fashion designer
 - c. old fashions designer
 - d. old fashion designers
- 7) He used to work for the fashion _____
 - a. host Armani
 - b. heist Armani
 - c. hose Armani
 - d. house Armani
- 8) Iannone hopes the clothes will be popular _____
 - a. with younger person
 - b. with younger people
 - c. within younger people
 - d. wither younger people
- 9) it's not because you need another raincoat. You are looking _____
 - a. for some things specially
 - b. for some things especial
 - c. for something special
 - d. for something specially
- 10) champion Italian excellence and the best of _____
 - a. our country's creatively
 - b. our country's creative city
 - c. our country's creativity
 - d. our country's create activity

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Ferrari is one of the most famous names in (1) _____. Its sports cars are a symbol of luxury. It has a long (2) _____ in motor sports, especially in Formula One. The Italian company has now entered the business of fashion. On Sunday, the 74-year-old carmaker launched its own (3) _____ at its factory in Maranello, northern Italy. The company briefly halted production of its cars to let models walk (4) _____ catwalk on its factory floor. Ferrari hopes its new fashion line will allow the (5) _____. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits (6) _____.

Ferrari's new, ready-to-wear (7) _____ by 37-year-old fashion designer Rocco Iannone. He used to work for the fashion house Armani. Mr Iannone's clothes all used (8) _____. He made great use of "Ferrari red," the yellow used in the Ferrari logo, and a very vibrant blue. Iannone hopes the clothes (9) _____ with younger people. He said: "The young generations have the power to express the energy and (10) _____ Ferrari's brand." He added: "If you enter a Ferrari store, it's not because you need another raincoat. You are looking (11) _____." Ferrari's chairperson said the company "wants to champion Italian (12) _____ best of our country's creativity".

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

1. What does the article say Ferrari sports cars are a symbol of?
2. What does the article say Ferrari has a long history of success in?
3. How old is the carmaker Ferrari?
4. Where was the catwalk that models walked down?
5. How much of its profits does Ferrari want to come from its clothing?
6. Who did the fashion designer at Ferrari once work for?
7. Where did the yellow used in the designer's clothes come from?
8. Who is the main target of Ferrari's clothing brand?
9. What did the fashion designer say people are looking for?
10. What does Ferrari's chairperson want Ferrari to champion?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

- 1) What does the article say Ferrari sports cars are a symbol of?
 - a) wealth
 - b) beauty
 - c) driving
 - d) luxury
- 2) What does the article say Ferrari has a long history of success in?
 - a) sales
 - b) motor sports
 - c) making cars
 - d) brands
- 3) How old is the carmaker Ferrari?
 - a) 147 years old
 - b) 47 years old
 - c) 174 years old
 - d) 74 years old
- 4) Where was the catwalk that models walked down?
 - a) at a Paris fashion show
 - b) in a Milan fashion house
 - c) on Ferrari's factory floor
 - d) a Formula One circuit in Italy
- 5) How much of its profits does Ferrari want to come from its clothing?
 - a) 20%
 - b) 15%
 - c) 12%
 - d) 10%
- 6) Who did the fashion designer at Ferrari once work for?
 - a) Chanel
 - b) Gucci
 - c) Armani
 - d) Lewis Hamilton
- 7) Where did the yellow used in the designer's clothes come from?
 - a) the Ferrari logo
 - b) spaghetti
 - c) the Sun
 - d) the idea of speed
- 8) Who is the main target of Ferrari's clothing brand?
 - a) women
 - b) racing drivers
 - c) younger people
 - d) rich people
- 9) What did the fashion designer say people are looking for?
 - a) a new raincoat
 - b) something special
 - c) Ferrari clothes
 - d) the meaning of life
- 10) What does Ferrari's chairperson want Ferrari to champion?
 - a) Italian excellence
 - b) F1
 - c) Italian culture
 - d) Italy's sights

ROLE PLAY

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Role A – Brand

You think the brand is the most important thing about clothes. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): price, quality or colour.

Role B – Price

You think price is the most important thing about clothes. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): brand, quality or colour.

Role C – Quality

You think quality is the most important thing about clothes. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): price, brand or colour.

Role D – Colour

You think colour is the most important thing about clothes. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): price, quality or brand.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'Ferrari' and 'fashion'.

Ferrari	fashion

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• names• long• own• briefly• allow• within	<ul style="list-style-type: none">• 37• house• blue• popular• enter• best
---	--

FERRARI SURVEY

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Write five GOOD questions about Ferrari in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

FERRARI DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'Ferrari'?
3. What do you know about Ferrari?
4. Would you buy Ferrari clothes?
5. Are brand clothes good value for money?
6. What do you think of Formula One?
7. What do you think of models walking down a catwalk?
8. Would you prefer to wear Ferrari or Toyota clothes?
9. Why is Ferrari getting into the clothing industry?
10. What is your favourite clothing brand?

Car maker Ferrari launches fashion brand – 17th June, 2021
Thousands more free lessons at breakingnewsenglish.com

FERRARI DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'fashion'?
13. What do you think about what you read?
14. What do you think of Ferrari?
15. Will Ferrari's fashions become as good as Armani's?
16. What do you think of brightly-coloured clothes?
17. What is 'the power of Ferrari's brand'?
18. How important is fashion to you?
19. What is 'Italian excellence'?
20. What questions would you like to ask Ferrari's boss?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Copyright © breakingnewsenglish.com 2021

DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Ferrari is one of the (1) _____ famous names in the car industry. Its sports cars are a symbol of luxury. It has a long (2) _____ of success in motor sports, especially in Formula One. The Italian company has now entered the business (3) _____ fashion. On Sunday, the 74-year-old carmaker launched its own line of clothing at its factory in Maranello, northern Italy. The company (4) _____ halted production of its cars to let models walk down a temporary catwalk on its factory floor. Ferrari hopes its new fashion line will allow the company (5) _____ diversify. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's clothing collections could make up 10 per cent of the company's profits (6) _____ a decade.

Ferrari's new, ready-to-wear clothing was (7) _____ by 37-year-old fashion designer Rocco Iannone. He used to work for the fashion house Armani. Mr Iannone's clothes all used very bright colours. He made great (8) _____ of "Ferrari red," the yellow used in the Ferrari logo, and a very vibrant blue. Iannone hopes the clothes will (9) _____ popular with younger people. He said: "The young generations have the power to express the energy and the power of Ferrari's brand." He added: "If you (10) _____ a Ferrari store, it's not because you need another raincoat. You are looking (11) _____ something special." Ferrari's chairperson said the company "wants to (12) _____ Italian excellence and the best of our country's creativity".

Put the correct words from the table below in the above article.

- | | | | | |
|-----|-------------|---------------|----------------|----------------|
| 1. | (a) mast | (b) mist | (c) most | (d) must |
| 2. | (a) history | (b) historian | (c) historical | (d) hysterical |
| 3. | (a) of | (b) to | (c) on | (d) at |
| 4. | (a) briefly | (b) brevity | (c) brief | (d) briefness |
| 5. | (a) at | (b) to | (c) on | (d) as |
| 6. | (a) without | (b) wither | (c) with | (d) within |
| 7. | (a) create | (b) creation | (c) created | (d) creative |
| 8. | (a) useless | (b) useful | (c) used | (d) use |
| 9. | (a) be | (b) take | (c) do | (d) have |
| 10. | (a) enter | (b) entry | (c) entrance | (d) entering |
| 11. | (a) of | (b) for | (c) like | (d) as |
| 12. | (a) win | (b) victory | (c) champion | (d) beat |

SPELLING

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Paragraph 1

1. the car itsrundy
2. sports cars are a bomlys of luxury
3. walk down a epryamotr catwalk
4. Ferrari's clothing otcenclolis
5. make up 10 per cent of the company's rsoptif
6. within a dceed

Paragraph 2

7. fashion dgsnieer
8. a very tivnbar blue
9. young ionargentes
10. You are looking for something caplsei
11. paiocnmh Italian excellence
12. our country's vicayteitr

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Number these lines in the correct order.

- () the business of fashion. On Sunday, the 74-year-old carmaker launched its own line of clothing at its
- () energy and the power of Ferrari's brand." He added: "If you enter a Ferrari
- () store, it's not because you need another raincoat. You are looking for something special." Ferrari's
- () Ferrari's new, ready-to-wear clothing was created by 37-year-old fashion designer Rocco Iannone. He used to work
- () down a temporary catwalk on its factory floor. Ferrari hopes its new fashion line will allow the company to
- (**1**) Ferrari is one of the most famous names in the car industry. Its sports cars are a symbol
- () diversify. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's clothing
- () factory in Maranello, northern Italy. The company briefly halted production of its cars to let models walk
- () use of "Ferrari red," the yellow used in the Ferrari logo, and a very vibrant blue. Iannone hopes the clothes will be
- () popular with younger people. He said: "The young generations have the power to express the
- () chairperson said the company "wants to champion Italian excellence and the best of our country's creativity".
- () collections could make up 10 per cent of the company's profits within a decade.
- () of luxury. It has a long history of success in motor sports, especially in Formula One. The Italian company has now entered
- () for the fashion house Armani. Mr Iannone's clothes all used very bright colours. He made great

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

1. a of are luxury . Its cars symbol sports
2. sports . of success motor history A long in
3. of Ferrari entered business has the fashion . now
4. halted of production its cars . briefly The company
5. fashion line allow Ferrari diversify . Its to will
6. designer . a by clothing The 37-year-old fashion created
7. The in the yellow logo . used Ferrari
8. will people . younger popular with The be clothes
9. the have express Young power energy . generations to
10. champion wants excellence . company Italian to The

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Ferrari is one of the *most / must* famous names in the car industry. Its sports cars are a *cymbal / symbol* of luxury. It has a long *historic / history* of success in motor sports, especially in Formula One. The Italian company has now entered the business *of / to* fashion. On Sunday, the 74-year-old carmaker launched its *gown / own* line of clothing at its factory in Maranello, northern Italy. The company briefly *halted / hated* production of its cars to let models walk down a temporary *catwalk / dogfight* on its factory floor. Ferrari hopes its new fashion line will allow the company to *diversity / diversify*. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's *cloth / clothing* collections could make up 10 per cent of the company's profits *within / wither* a decade.

Ferrari's new, ready-to-wear clothing was created *for / by* 37-year-old fashion designer Rocco Iannone. He *uses / used* to work for the fashion house Armani. Mr Iannone's clothes all used very *bright / blight* colours. He made great use of "Ferrari red," the yellow used in the Ferrari logo, and a very *vagrant / vibrant* blue. Iannone hopes the clothes will *do / be* popular with younger people. He said: "The young generations have the power *for / to* express the energy and the power of Ferrari's *bland / brand*." He added: "If you enter a Ferrari store, it's not *because / however* you need another raincoat. You are *looking / seeing* for something special." Ferrari's chairperson said the company "wants to *winner / champion* Italian excellence and the best of our country's creativity".

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Ferrari is now the most famous name in the car industry. Its sports cars are a symbol of luxury. The high-end luxury car company has recently launched its new line of cars. The Italian company has now entered the business of fashion. In Sunday, the 74-year-old carmaker launched its new line of clothing at its factory in Milan, northern Italy. The company briefly halted production of its cars to let models walk down a temporary catwalk in its factory floor. Ferrari hopes its new fashion line will allow the company to diversify. Chief Brand Diversification Officer Nicola Berio told reporters that Ferrari's clothing collection could make up 10 per cent of the company's profits within a decade.

Ferrari's new, ready-to-wear clothing was created by 37-year-old fashion designer Riccardo Tisci. He said to work for the fashion house is a dream. Mr Tisci's clothes are said to be very bright colors. He made great use of "Ferrari red," the yellow used in the Ferrari logo, and is very vibrant blue. Tisci hopes the clothes will be popular with younger people. He said: "The young generations have the power to express their energy and the power of Ferrari's brand." He added: "I want to enter the Ferrari store, it's not because you need another receipt. You're looking for something special." Ferrari's chairman said the company "wants to champion Italian excellence and the best of our country's creativity".

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

ferrari is one of the most famous names in the car industry its sports cars are a symbol of luxury it has a long history of success in motor sports especially in formula one the italian company has now entered the business of fashion on sunday the 74yearold carmaker launched its own line of clothing at its factory in maranello northern italy the company briefly halted production of its cars to let models walk down a temporary catwalk on its factory floor ferrari hopes its new fashion line will allow the company to diversify chief brand diversification officer nicola boari told reporters that ferraris clothing collections could make up 10 per cent of the companys profits within a decade

ferraris new readytowear clothing was created by 37yearold fashion designer rocco iannone he used to work for the fashion house armani mr iannones clothes all used very bright colours he made great use of ferrari red the yellow used in the ferrari logo and a very vibrant blue iannone hopes the clothes will be popular with younger people he said the young generations have the power to express the energy and the power of ferraris brand he added if you enter a ferrari store its not because you need another raincoat you are looking for something special ferraris chairperson said the company wants to champion italian excellence and the best of our countrys creativity

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2106/210617-ferrari-fashion.html>

Ferrari is one of the most famous names in the car industry. Its sports cars are a symbol of luxury. It has a long history of success in motorsports, especially in Formula One. The Italian company has now entered the business of fashion. On Sunday, the 74-year-old car maker launched its own line of clothing at its factory in Maranello, northern Italy. The company briefly halted production of its cars to let models walk down a temporary catwalk on its factory floor. Ferrari hopes its new fashion line will allow the company to diversify. Chief Brand Diversification Officer Nicola Boari told reporters that Ferrari's clothing collections could make up 10 percent of the company's profits within a decade. Ferrari's new, ready-to-wear clothing was created by 37-year-old fashion designer Rocco Iannone. He used to work for the fashion house Armani. Mr Iannone's clothes all used very bright colours. He made great use of "Ferrari red," the yellow used in the Ferrari logo, and a very vibrant blue. Iannone hopes the clothes will be popular with younger people. He said: "The young generations have the power to express the energy and the power of Ferrari's brand." He added: "If you enter a Ferrari store, it's not because you need another raincoat. You are looking for something special." Ferrari's chairman said the company "wants to champion Italian excellence and the best of our country's creativity".

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

3. FERRARI: Make a poster about Ferrari. Show your work to your classmates in the next lesson. Did you all have similar things?

4. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to an expert on Ferrari. Ask him/her three questions about Ferrari. Give him/her three of your ideas. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. c 2. d 3. g 4. e 5. a 6. f 7. b
8. k 9. m 10. n 11. j 12. i 13. h 14. l

TRUE / FALSE (p.5)

- 1 F 2 F 3 T 4 T 5 T 6 F 7 F 8 F

SYNONYM MATCH (p.5)

1. h	2. d	3. j	4. b	5. f
6. j	7. i	8. e	9. g	10. c

COMPREHENSION QUESTIONS (p.9)

1. Luxury
2. Motor sports
3. 74 years old
4. On Ferrari's factory floor
5. 10%
6. Armani
7. The Ferrari logo
8. Younger people
9. Something special
10. Italian excellence

WORDS IN THE RIGHT ORDER (p.19)

1. Its sports cars are a symbol of luxury.
2. A long history of success in motor sports.
3. Ferrari has now entered the business of fashion.
4. The company briefly halted production of its cars.
5. Its fashion line will allow Ferrari to diversify.
6. The clothing created by a 37-year-old fashion designer.
7. The yellow used in the Ferrari logo.
8. The clothes will be popular with younger people.
9. Young generations have the power to express energy.
10. The company wants to champion Italian excellence.

MULTIPLE CHOICE - QUIZ (p.10)

1. d 2. b 3. d 4. c 5. d 6. c 7. a 8. c 9. b 10. a

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)